

## Against the Grain

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### Stacy V. Sieck Profile

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**Cooperation is Key ...**  
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tation to lead a focus group on social media in the library held at the **Taylor & Francis** office in Philadelphia in August 2014.

**Michael Arthur, Barbara Tierney, and Elyse Profera** also had the opportunity to present on the impact of the collaboration from the library-publisher workshops during the **Charleston Conference** that November. Their presentation at Charleston focused particularly on how **Taylor & Francis'** sessions and efforts helped the **UCF** subject librarians build enthusiasm for librarian involvement with faculty on campus.

### Keeping the Momentum Going

With the workshops completed, **Taylor & Francis** and **UCF** have continued to maintain a professional relationship built around trust and open communication. Both sides realize the challenges that face the scholarly publishing industry, and they've seen first-hand that working together and preserving close connections can only help them achieve their goals.

There are still challenges, and it can be difficult to keep the momentum going and to continue to cultivate relationships like the one between **Taylor & Francis** and **UCF**. Staff turnover can make it difficult for librarians and publishers alike, which means it is even more important to establish close ties with numerous people within an organization to help ensure that history isn't lost. **Michael** has moved on from his post at **UCF**, and **Elyse** is now a

Journals Sales Manager at **Taylor & Francis**, but the relationship between **Taylor & Francis** and **UCF** remains close.

It's also made **Michael's** transition to the **University of Alabama** slightly easier. **Elyse** now oversees university accounts in the central U.S., including the **University of Alabama**,

and their pre-established relationship means **Michael** doesn't have to start over to build new relationships at **Taylor & Francis**. In fact, **Michael** and **Elyse's** replacement — **Stacy Sieck** — is already considering a similar event at his new home at the **University of Alabama**. 🐾

## against the grain people profile

### Stacy V. Sieck

**PROFESSIONAL CAREER AND BACKGROUND:** I've been with **Taylor & Francis** since 2008, when I started out as the manager of the library and information science journals portfolio. Before that, I was on the other side of publishing and was the Editor of a medical magazine published by **Merion Matters**, the media, marketing, and merchandising company behind the popular **ADVANCE** brand.

**IN MY SPARE TIME:** I love to run and hike with my two dogs, Georgia and Chase Mutley (named for the former Philadelphia Phillies baseball player, Chase Utley). I also love sports, traveling, and food. I'm a huge foodie!

**FAVORITE BOOKS:** *The Rabbit Series* by **John Updike**; *To Kill A Mockingbird* by **Harper Lee**; *The Paper Bag Princess* by **Robert Munsch**.

**MOST MEMORABLE CAREER ACHIEVEMENT:** Creating and implementing **Taylor & Francis'** Library & Information Sciences Author Rights Pilot Program, a zero embargo pilot program for the LIS author community. 🐾

## Stemming the Tide: The Role of Subscription Agents and Consortia in Library Communications

by **Lindsey Reno** (Acquisitions Librarian/Subject Specialist, University of New Orleans, Earl K. Long Library; Phone: 504-280-6499) <lreno@uno.edu>

One of the benefits of working with a subscription agent or a consortia is streamlined communication. One need only work with their designated representative or online interface of their vendor to accomplish a host of tasks related to subscription orders, such as claiming, invoicing, troubleshooting, ordering, or licensing. Unfortunately, these relationships do little to mitigate the onslaught of communication directed at Academic Librarians from publishers in the form of phone calls, emails, post cards, letters, catalogs, and site visits. This method is not only bothersome, but ineffective, like a magnified version of the spam and junk mail one receives at home. Phone calls are screened, emails are marked as read, paper mail is tossed without a second glance, and visits are tolerated in the

name of vendor relations. The proliferation of communication leads to a sort of blindness in librarians. Making more robust use of subscription agents and consortia would be more beneficial for all concerned, but some things need to change before this can be a reality.

### The Current Reality

How many emails do librarians receive from publishers and vendors on a daily basis? How many of these emails are actually read? How many of these emails lead to fruitful communication? The daily deluge of contact from publishers is vast and vastly ineffective. When I scan my inbox on a Monday morning, few emails receive such swift and total annihilation as a product email from a publisher. No amount

of word-smithing or graphic design magic is going to change that.

In her article "Vendor Relations: Tales from a Vendee," **Julie Kitchen** reminisces about the "good-old-days" of acquisitions when a representative would simply drop by for a cup of tea and lament the current climate of "bombardment of electronically mailed, slightly breathless announcements about the latest publication or service."<sup>1</sup> Before the prevalence of electronic resources, the relationship between librarians and publishers was less difficult. The environment in which publishers and vendors work has become much more harsh.<sup>2</sup>

Adding to that harshness is a declining library market. In this new environment, publishers and vendors have the need to hold onto libraries and prevent poaching by competitors. One of the ways that they attempt to do this is by staying in constant contact with customers.<sup>3,4</sup> Is this really necessary or effective?

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